CC: MESSRS. W. H. HATCHER   C. E. GROSSER
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         A. C. BRITTON

Mr. George Weissman   December 5, 1955

J. E. Lincoln

Results of Pilot Tests of LSP's and Recommendations
    for Final Product Testing

C
O
P
Y

Recommendation

It is recommended that the following cigarettes be included in
the final LSP product test:

        RDX Himoff
        SNX Molins with new Eastman Filter ——
        RDX Molins with new Eastman Filter ——
        White tipped Denver Marlboro

These four cigarettes would each be tested among a separate group
of filter smokers. Each group would be given a quantity of one of the test
cigarettes and an equal quantity of white tipped flush Marlboros. The re-
sults would indicate which of the four test cigarettes was best and how ef-
fective that one was against the highly successful flush Marlboro.

Reasons for Picking the 4 Test Cigarettes

The RDX Himoff and the SNX Molins are recommended for the test be-
cause they made the best showing in the pilot tests. The RDX Molins is
recommended because this blend might have smoked stronger through a filter
than the SNX, and there is a distinct possibility that short smoking tests -
such as our pilot test - may involve a built-in bias in favor of mild ciga-
rettes. The Denver Marlboro is recommended to give additional representation
to stronger smoking cigarettes and because of its established acceptability.

Description of Pilot Test
                                                                    1001904401
The pilot tests included the following pairs:

Test - 1 — SNX Himoff   vs. RDX Himoff
       2 — SNX Molins (new Eastman filter)   vs. RDX Molins (new Eastman filter)
       3 — SNX Molins Ecusta   vs. RDX Molins Ecusta
       4 — SNX Denver Marlboro (V)   vs. RDX Denver Marlboro (V)
       5 — SNX Molins Baumgartner   vs. RDX Molins Baumgartner
       6 — SNX Molins Ecusta   vs. White tipped flush Marlboro

At this writing the results are not yet in on the (V) test and the
Baumgartner test. I have gone ahead anyway because I understand that the (V)

and the Baumgartner are not being seriously considered for this project.

The method of the tests was to give respondents a pack of one test cigarette, ask them to smoke it and fill out a questionnaire, and at the time of collecting those questionnaires to give them a pack of the other test cigarette in that pair and another questionnaire which was collected a few days later. The key preference question was in the form of a thermometer with a 19 point scale. In the tabulations the bottom of the scale was assigned a value of 1 and the top a value of 19; thus, 10 is an average rating. However, the absolute level of the ratings may not mean anything because the plain white box probably detracted from the appeal of all the cigarettes. A sample copy of the questionnaire is attached. In addition to the preference question, we asked several "why" questions. We haven't finished tabulating the answers to the "why" questions, and we will probably never tabulate anything beyond question #2b. The real purpose of "why" questions was to try to obtain some guidance if the numerical answers all came out about the same. Since we have some winners in the numerical section and since time is so pressing, I have not waited for the "why" tabulations. Tests 1, 2 and 3 were conducted among the employees of a large New York bank, test 4 at Leo Burnett, test 5 at U. S. Testing and test 6 at Biow and Benton & Bowles. It is possible that differences between the bank employees and the agency employees may have been reflected into the test results. We found so much more appreciation of the recess at Benton & Bowles than at Biow that we prepared separate tabulations for the two groups.

Results of Pilot Tests

The method of scoring the tests allowed a comparison between the cigarettes in each pair and, in a very unrigorous way, a comparison among all the cigarettes in the test. As usual I am compelled to say that I have no proof that the circumstances under which the participants smoked the cigarettes enabled them to reach valid conclusions as to their preferences. This probably introduces a bigger risk of error than the small numbers and the unrigorous comparisons between cells.

In evaluating the results it is possible to look both at the average scores and at the distribution of the scores. The distributions are obviously not "normal" which rules out most of the methods of statistical analysis and weakens the credibility of the results themselves. I paid most attention to the distribution of the responses and then came up with the same answer that is provided by the averages; namely, that SMX Molins (new Eastman filter) and RMX Himoff were the two winners. I have attached copies of the data sheets on all the cigarettes. The two cigarettes which I consider to be the winners are in front, followed by the losers.

The last two data sheets are on flush Marlboros with white tips. These cigarettes did very well, although they may have been up against weak competition. This test was run before the other tests, and when this result was known, some additional flush, white tipped Marlboros were ordered. They will be tested against a good recessed filter before Christmas.

To: Those taking part in cigarette test

From: Philip Morris, Incorporated

You have just been given a package of cigarettes marked ___. Please smoke the cigarettes. Then we would appreciate your answering the following questions about them:

1. How many of them did you smoke?   ☐

2. (a) How did they compare with your present brand?

    * Instructions

    Show your opinion by placing an X in one of the boxes in the diagram at the right. If you preferred it to your regular brand, place the X towards the top of the diagram. The better you liked it, the higher the X should be.

    If you do not like it as well as your regular brand, place the X towards the bottom of the diagram. The less you liked it, the lower the X should be.

    Better ↑

    ← About as good as regular brand
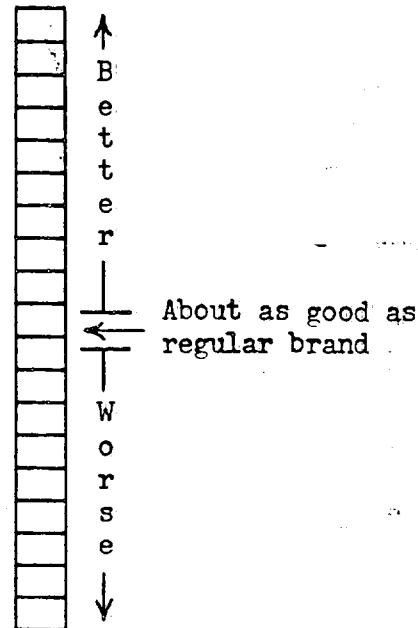
    Worse ↓

    (b) Why do you feel this way?

    _____

    _____

3. (a) If you remember your impression of the first____you smoked, how did it seem to compare with your regular brand? Would you say these cigarettes were:

    Better ☐   Worse ☐   About the same ☐   Don't remember ☐

    (b) What things did you notice about these cigarettes as you went on?

    Favorable _____

    Unfavorable _____

4. (a) What brand do you usually smoke now? _____

    (b) Regular   King Size

5. Please indicate --   Male ☐   Female ☐

1001904403

SMK - ROLLED BY BAYUKA

(42nd Street Back)

Q. 8a. How did they compare with your regular brand? (Answer on 19 point scale)

Average Score and Distribution of Respondents Scores

		Male				Female			
	Total	Total	Parlia-ment	Marl-boro	Other	Total	Parlia-ment	Marl-boro	Other
Number of respondents	80	33	-	4	29	47	3	10	34
Average score	9.9	6.9	-	6.2	9.2	10.7	6.0	9.9	11.3
	#	#	#	#	#	#	#	#	#
Score:									
19	5	2			2	3			3
18	3	2			2	1			1
17	4	1			1	3			3
16	1	-				1		1	
Better { 15	7	1		1		6		1	5
14	2	1		1		2		1	1
13	2	-				2		1	1
12	1	-		-		1		1	
11	4	1		1		3			3
About the same as regular brand 10	13	4			4	9	1	3	5
9	5	3			3	2			2
8	7	3			3	4	1		1
7	6	5		2	3	1			1
6	3	3		1	2		-		
Worse { 5	7	3		1	2	5	1	1	3
4	2	1		1		1	1		
3	2	-				2			2
2	-	-		-		-			
1	6	4			4	2			2

(Mad Street Bank)

Q. 2a. How did they compare with your regular brand?   (Answer on 19 point scale)

Average Score and Distribution of Respondents Scores

| | | Male | | | | Female | | | |
	Total	Total	Parlia-ment	Marl-boro	Other	Total	Parlia-ment	Marl-boro	Other
Number of respondents	90	40		7	33	50		6	44
Average score	9.3	9.5		13.3	8.7	9.1		10.2	9.0
	#	#	#	#	#	#	#	#	#
Score:									
19	5	2		1	1	3			3
18	2	-				2			2
17	1	1			1	-			
16	3	2		1	1	1			1
Better 15	4	1		1		3		2	1
14	1	1		1		-			
13	6	3		1	2	3			3
12	7	1			1	6		1	5
11	2	1			1	1			1
About the same as regular brand 10	14	8		1	7	6		1	5
9	6	4			4	2			2
8	8	5			5	3		1	2
7	6	3			3	3			3
6	7	3		1	2	4			4
Worse 5	3	-			3	3			3
4	1	3			1	1			1
3	3	1			1	2			2
2	2	-				2			2
1	9	4			4	5		1	4

ECUSTA RICEBURD

(Benton & Bowles)

Q. 2a. How did they compare with your regular brand? (Answer on 19 point scale)

Average Score and Distribution of Respondents Scores

	Total	Male				Female			
		Total	Parlia-ment	Marl-boro	Other	Total	Parlia-ment	Marl-boro	Other
Number of respondents	66	26	9	4	13	40	8	9	23
Average score	8.3	8.7	10.0	7.0	8.4	8.1	11.5	6.9	7.4
	#	#	#	#	#	#	#	#	#
Score:									
Better 19	2	1				1	1		1
18	-								
17	1	-				1	1		
16	1	1	1			-			
15	2	-				2	2		
14	1	1			1	-			
13	2	-				2		2	
12	6	3	1	1	1	3	1		2
11	2	-				2		1	1
About the same as regular brand 10	9	5	2		3	4	2		2
Worse 9	6	2	2			4	1		3
8	6	3	2		1	3			3
7	2	1			1	1		1	
6	5	3	1	2		2	1	1	1
5	8	2			2	6		1	5
4	6	3		1	2	3	1	1	1
3	3	-				3			3
2	1	-				1			1
1	3	1			1	2		1	1

SOX - MOLINS ECUSTA

(42nd Street Bank)

Q. 2a. How did they compare with your regular brand?   (Answer on 19 point scale)

Average Score and Distribution of Respondents Scores

	Total	Male				Female			
		Total	Parlia-ment	Marl-boro	Other	Total	Parlia-ment	Marl-boro	Other
Number of respondents	86	27	1	3	23	59	4	10	45
Average score	8.2	9.8	10.0	8.0	10.1	7.5	12.0	6.5	7.3
	#	#	#	#	#	#	#	#	#
Score: Better									
19	3	2			2	1	1		
18	1	1			1	-			
17	2	1			1	1			1
16	-	-			-	-			
15	2	1			1	1			1
14	2	1			1	1			1
13	3	2		1	1	1	1		
12	3	1			1	2			2
11	3	3			3	-			
About the same as regular brand — 10	14	2	1		1	12		3	9
Worse									
9	9	1			1	8	1	2	5
8	11	5		1	4	6		1	5
7	3	-				3	1		2
6	7	2			2	5			5
5	5	-				5			5
4	3	2			2	1		1	2
3	4	1		1		3		1	2
2	-	-				-			
1	11	2			2	9		2	7

ROX - MOLINS ECUSTA

(42nd Street Bank)

Q. 2a. How did they compare with your regular brand?   (Answer on 19 point scale)

Average Score and Distribution of Respondents Scores

		Male				Female			
	Total	Total	Parlia-ment	Marl-boro	Other	Total	Parlia-ment	Marl-boro	Other
Number of respondents	91	37	1	6	30	54	5	10	39
Average score	7.6	8.9	13.0	8.2	9.0	6.7	9.0	5.4	6.8
	#	#	#	#	#	#	#	#	#
Score: 19	2	1			1	1	1		
18	1	1		1		-			
17	2	1			1	1			1
16	2	-				2		1	1
Better 15	-	-				-			
14	3	2			2	1		1	1
13	4	3	1		2	1			1
12	2	2			2	-			
11	2	1			1	1		1	
About the same as regular brand 10	8	5		1	4	3			3
9	6	2			2	4			4
8	20	9		2	7	11	2		9
7	7	1			1	6	1	1	4
6	3	2			2	1		1	
Worse 5	5	1		1	1	4			4
4	5	2		1	1	3		2	1
3	4	1		1	1	3	1	1	1
2	3	2			2	1			1
1	12	1			1	11		3	8

SEX - IDIOT

(42nd Street Bank)

Q. 2a. How did they compare with your regular brand?   (Answer on 19 point scale)

Average Score and Distribution of Respondents Scores

	Total	Male Total	Male Parlia-ment	Male Marl-boro	Male Other	Female Total	Female Parlia-ment	Female Marl-boro	Female Other
Number of respondents	91	30	1	6	23	61		8	53
Average score	7.4	8.2	2.0	9.4	8.2	7.0		8.6	6.8
	#	#	#	#	#	#	#	#	#
Score: Better 19	1	-				1			1
18	1	1			1				
17	2	-				2			2
16	4	3		1	2	1		1	1
15	1	-				1			1
14	-	-				-			
13	3	1			1	2			2
12	3	2		1	1	1			1
11	3	-				3		3	
About the same as regular brand 10	8	4		1	3	4			4
Worse 9	4	2			2	2			2
8	14	4		1	3	10		2	8
7	12	4		1	3	8		2	6
6	5	1			1	4		1	3
5	4	-				4			4
4	6	2			2	4			4
3	2	1		1		1			1
2	8	3	1		2	5			5
1	10	2			2	8			8

ECUSTA RECESSED

(Blow)

Q. 2a. How did they compare with your regular brand?   (Answer on 19 point scale)

Average Score and Distribution of Respondents Scores

	Total	Male Total	Male Parliament	Male Marlboro	Male Other	Female Total	Female Parliament	Female Marlboro	Female Other
Number of respondents	58	20	-	13	7	38	3	18	17
Average score	5.7	5.1	-	5.1	5.1	6.1	4.7	5.4	6.9
	#	#	#	#	#	#	#	#	#
Score: Better 19	1	-				1			1
18	1	-				1		1	
17	1	-				1			1
16	-	-				-			
15	-	-				-			
14	-	-				-			
13	2	-				2		1	1
12	2	1		1		1		1	
11	-	-				-			
About the same as regular brand 10	10	6	4	3	1	2		1	1
Worse 9	3	1			1	2			2
8	3	1			1	2			2
7	3	1		1		2		2	
6	3	-				3	1	1	1
5	7	2		1	1	5	1	3	1
4	1	-				1			1
3	4	1		1		3	1		2
2	6	4		3	1	2		2	
1	15	5		3	2	10		6	4

FLUSH MARLBORO

(Benton & Bowles)

Q. 2a. How did they compare with your regular brand? (Answer on 19 point scale)

Average Score and Distribution of Respondents Scores

	Total	Male Total	Male Parliament	Male Marlboro	Male Other	Female Total	Female Parliament	Female Marlboro	Female Other
Number of respondents	62	21	7	6	8	41	7	10	24
Average score	9.0	9.0	8.7	9.2	9.3	8.9	9.0	7.8	9.2
	#	#	#	#	#	#	#	#	#

Score:

Better

Score	Total	Male Total	Male Parliament	Male Marlboro	Male Other	Female Total	Female Parliament	Female Marlboro	Female Other
19	3	-				3	2		1
18	-	-				-			
17	-	-				-			
16	-	-				-			
15	4	1	1			3			3
14	-	-				-			
13	5	3	1	1	1	2			2
12	1	-				1	1		
11	2	1			1	1		1	

About the same as regular brand	10	12	5	1	2	2	7		6	1

Worse

Score	Total	Male Total	Male Parliament	Male Marlboro	Male Other	Female Total	Female Parliament	Female Marlboro	Female Other
9	9	2		1	1	7			7
8	6	3	1	1	1	3	1		2
7	3	1			1	2			2
6	5	2	1		1	3			3
5	4	2	1	1		2		1	1
4	3	1	1			2	1		1
3	1	-				1	1		
2	1	-				1	1		
1	3	-				3	2		1

1001904412

FLUSH MARLBORO

(Blow)

Q. 2a. How did they compare with your regular brand?   (Answer on 19 point scale)

Average Score and Distribution of Respondents Scores

	Total	Male Total	Parlia-ment	Marl-boro	Other	Female Total	Parlia-ment	Marl-boro	Other
Number of respondents	58	20	-	14	6	38	3	19	16
Average score	8.8	10.0	-	11.1	7.2	8.2	6.0	7.4	9.6
	#	#	#	#	#	#	#	#	#
Score: Better 19	3	1		1		2			2
18	1	1		1		-			
17	-	-				-			
16	-	-				-			
15	1	-				1		1	
14	2	2		2		-			
13	-	-				-			
12	2	-				2			2
11	7	3		2	1	4	1	1	2
About the same as regular brand 10	15	5		4	1	10		6	4
Worse 9	2	-				2		1	1
8	4	3		2	1	1		1	1
7	3	2		1	1	1		1	1
6	4	1		1		3	1		2
5	6	1			1	5		4	1
4	2	-				2		2	
3	1	-				1			1
2	2	1			1	1		1	
1	3	-				3	1	1	1